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Application No.: 09/881,040Docket No.: 30003033-2 (1509-188)**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Previously presented) A service delivery method comprising the steps of:

(a) conducting a transaction of a user purchasing a service or product which qualifies the user to benefit from a particular location-triggered service and, after the transaction has been conducted, storing:

location data indicative of at least one location where service delivery is to be triggered; and

a user-associated instance of an executable program, for implementing said particular service, the program instance being customized for said transaction and distinct from the location data; and

(b) subsequently detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating execution of the user-associated program instance to deliver said particular service to the user.

2-6. (Cancelled)

7. (Previously presented) A method according to claim 25, wherein the user-associated program instance includes user identity data and is digitally-signed by the party

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that carried out the qualification in (a) whereby the service provider system can check the authenticity of the user-identity data, the user mobile entity having an associated key pair, formed by a public-key and a private key, and being required by the service provider system in (b) to authenticate its identity by using its private key to sign and return data proposed by the service provider system.

8. (Previously presented) A method according to claim 1, wherein the user-associated program instance is a customisation of a generic program for implementing the service.

9. (Previously presented) A method according to claim 1, wherein in (b), service delivery is conditional upon the user inputting a personal identification code.

10. (Previously presented) A method according to claim 1, wherein service delivery only continues whilst the user's current location matches with a location indicated by the location data.

11. (Currently amended) A method according to claim 1, wherein once initiated, service delivery is continued until completion, regardless of the location of the user.

12. (Cancelled)

13. (Previously presented) A method according to claim 1, wherein the location data is indicative of multiple locations.

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14. (Currently amended) A method according to claim 1, wherein further including storing multiple user-associated program instances associated with different services to be delivered to the same user are stored in a common repository.

15. (Previously presented) A method according to claim 1, wherein the user-associated program instance is passed by the party that carries out the qualification to the user or to a third-party, the program instance being digitally signed by the party that carries out the qualification step whereby to enable an eventual service deliverer to check the origin and authenticity of the user-associated program instance.

16. (Previously presented) A method according to claim 1, wherein the current user location is provided to the entity carrying out location matching in (b) by a trusted location service provider and is digitally-signed by the latter.

17. (Previously presented) A method according to claim 1, wherein the user-associated program instance specifies a particular number of times (including only once) that it can be run.

18. (Previously presented) A service delivery system comprising:
a location-data repository;
a service repository;
a service factory;
a qualification subsystem for conducting a transaction of a user purchasing a service or product that qualifies the user to benefit from a particular location-triggered service, the qualification subsystem being arranged, upon determining that the user is so qualified, both

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to store in the location-data repository location data indicative of at least one location where service delivery is to be triggered, and also to create in the service factory and store in the service repository a user-associated instance of executable program for implementing said particular service, this program instance being customized for said transaction and being distinct from said location data;

a service execution environment for executing user-associated program instances;

a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data; and

a control arrangement responsive to the location-match subsystem detecting said location match to initiate execution of the user-associated program instance to deliver said particular service to the user.

19. (Previously presented) A system according to claim 18, wherein the location-data repository is incorporated in said mobile entity associated with the user.

20. (Previously presented) A system according to claim 18, wherein the service repository is incorporated in said mobile entity associated with the user.

21. (Previously presented) A system according to claim 20, wherein the service execution environment is incorporated in said mobile entity associated with the user.

22. (Previously presented) A system according to claim 20, wherein the service execution environment is separate from the mobile entity but can inter-communicate with the latter via a wireless infrastructure at least when the mobile entity is positioned to give

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rise to a location match, the mobile entity being operative to pass the user-associated program instance to the execution environment via the wireless infrastructure upon occurrence of said location match.

23. (Previously presented) A method according to claim 1, wherein in (a), the user-associated program instance is stored in the mobile entity, the detection of said location match in (b) resulting in the program instance being executed at the mobile entity.

24. (Previously presented) A method according to claim 1, wherein in (a), the user-associated program instance is stored in the mobile entity, the detection of said location match in (b) resulting in the program instance being passed from the mobile entity to a service provider system where it is then executed.

25. (Previously presented) A method according to claim 1, wherein in (a), the user-associated program instance is stored in a service provider system, the detection of said location match in (b) resulting in the program instance being executed by the service provider system.

26. (Previously presented) A method according to claim 1, wherein the user-associated program instance and the location data are stored in the same entity.

27. (Previously presented) A method according to claim 1, wherein the user-associated program instance and the location data are stored in different entities, the location data having associated data enabling the entity storing the program instance to be informed when said location match is detected in (b).

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28. (Currently amended) A service delivery method comprising:

(a) qualifying a user entity as authorized to benefit from a particular location-triggered service, and thereafter storing:

location data indicative of at least one location where service delivery is to be triggered, and

a service token provided by a party that qualified the user entity to benefit from said particular service, the service token being distinct from said location data and indicative of the qualified user's user entity's entitlement to benefit from said particular service, the service token including a service identifier identifying said particular service and a qualifying-party indicator indicative of the party that qualified the user entity, the service token provided by the party that qualifies the user entity being stored in a mobile entity associated with the user entity after the user entity was qualified; and

(b) subsequently to the storing operations of step (a), detecting a location match between (i) the location of the user entity, as indicated by the location of said mobile entity, and (ii) a location indicated by said location data[[,]]; and in response to the location match being detected, passing the service token from the mobile user entity to a service provider system; where the service provider system being different from the party that qualified user entity and [[uses]] responding to the qualifying-part indicator to check that by determining whether or not the service token originates from a service token providing party for which [[it]] the service provider system is willing to provide service delivery; the service provider system responding to a determination that it is willing to provide service delivery to the user

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entity by before initiating delivery to the user entity of said particular service as identified by said service identifier.

29. (Previously presented) A method according to claim 28, wherein the service token includes communication address details of said service provider system.

30. (Previously presented) A method according to claim 29, wherein the service token further includes a password for accessing the service provider system.

31. (Currently amended) A method according to claim 28, wherein the service token includes both a service identifier and a user entity identifier, and step (b) includes a sub-step of the service provide provider system checking the identity of the user of the mobile entity against the user identity in the service token.

32. (Currently amended) A method according to claim 28, wherein the service token is digitally-signed by the party that carried out the qualification in step (a), whereby the service provider system can checkchecking the authenticity of the token by responding to the digitally-signed service token; the service token including user entity identity data identifying the qualified user entity, and the user mobile entity that passes the service token to the service provider system having an associated key pair, formed by a public-key and a private key, and being required by the service provider system in step (b) to authenticate its authenticating the identity of the user entity by using [[its]]the private key of the user entity to sign and return data proposed by the service provider system, whereby the latter can check thatservice provider determining whether the user entity associated with the mobile

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entity passing the service token to the service provider system is the qualified user entity identified by responding to said user entity identity data included in the service token.

33. (Currently amended) A method according to claim 28, wherein the service delivery in step (b) is conditional upon the user inputting a personal identification code to the mobile entity.

34. (Currently amended) A method according to claim 28, wherein the service token is digitally signed by the party that carries out the qualification in step (a), the service provider system using this responding to the digital signing of the service token to check by checking the origin and authenticity of the service token in step (b).

35. (Currently amended) A method according to claim 28, wherein the location data [[is]]are stored in the mobile entity where it is compared the location match is detected by comparing, in step (b), against the current location of the mobile entity as provided by one of:

a location server associated with said communications infrastructure usable by the mobile entity, and

location discovery means of the mobile entity[[],].

in order to detect said location match.

36. (Previously presented) A method according to claim 28, wherein the location data is indicative of multiple locations.

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37. (Previously presented) A method according to claim 28, wherein multiple service tokens, associated with different services to be delivered to the same user, are stored in a common repository.

38. (Previously presented) A method according to claim 28, wherein said service token specifies a particular number of times (including only once) that the associated service can be provided.

39. (Currently amended) A method according to claim 28, wherein the service token includes customisation data for customising a generic version of said particular service to the user entity.

40. (Currently amended) A service delivery system comprising:
a mobile entity associated with a user entity;
a location-data repository for storing location data;
a service-token repository, incorporated into said mobile entity, for storing at least one service token;
a qualification subsystem for determining whether said user entity qualifies to benefit from an instance of a particular location-triggered service, the qualification subsystem being arranged, upon determining that a user entity is so qualified, both (a) to store in the location-data repository location data indicative of at least one location where service delivery to the user entity is to be triggered, and (b) [[also]]to store in the service-token repository a service token distinct from the location data and indicative of entitlement of the qualified user entity to benefit from ~~for~~ said particular service, the service token including a

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service identifier identifying said particular service and a qualifying-party indicator indicative of a party operating for providing the qualifying-party indicator to the qualification subsystem;

a service delivery subsystem for providing said particular service, the service delivery subsystem being separate from (a) said mobile entity and (b) the party for providing the qualifying-party indicator to the qualification subsystem;

a communications arrangement for enabling the mobile entity to communicate with the service delivery subsystem;

a location-match subsystem for detecting a location match between the location of the [[user]]mobile entity[[,]] as indicated by the location of said mobile entity, and a location indicated by said location data; and

a control arrangement arranged to be responsive to the location-match subsystem detecting said location match to cause the mobile entity to pass the service token to the service delivery subsystem so that the mobile entity is adapted to pass the service token to the service delivery subsystem at a time which is subsequent to the qualification subsystem determining that the user entity is qualified,

the service provider system being arranged to use said qualifying-party indicator to check that the service token originates from a party for which [[it]]the service provider system is willing to provide service delivery and, if so, to deliver said particular service to the user entity.

41. (Previously presented) A system according to claim 40, wherein the location-data repository is incorporated in said mobile entity associated with the user.

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42. (Currently amended) A system according to claim 40, wherein the service token includes customisation data for customising a generic version of said particular service to the user entity.

43. (Cancelled)

44. (New) A system according to claim 40 wherein the qualification subsystem is incorporated in said mobile entity associated with the user.

45. (New) A method according to claim 1 wherein the user associated program instance includes instructions advising the user to perform an act associated with the purchased service or product, the act being in addition to and different from the purchased service or product.

46. (New) A system according to claim 18 wherein the user associated program instance includes instructions advising the user to perform an act associated with the purchased service or product, the act being in addition to and different from the purchased service or product.

47. (New) A method according to claim 28 wherein the particular location-triggered service includes rendering a primary service and rendering a secondary service different from, but associated with, the primary service, and rendering the secondary servers at a time and/or place different from the rendering of the primary service.

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48. (New) A system according to claim 40 wherein the particular location-triggered service includes rendering a primary service and rendering a secondary service different from, but associated with, the primary service, the service delivery subsystem being arranged for rendering the secondary servers at a time and/or place different from the rendering of the primary service.